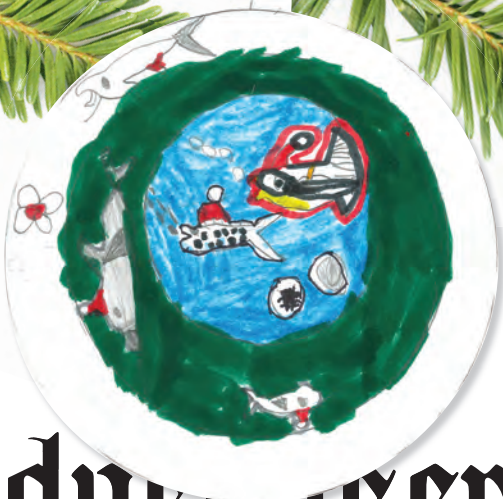




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SHOPPER'S PARADISE

Local merchants predict this year's Black Friday sales will be slightly better than last year's, even as stores continue to battle online retailers



CINDY ELLEN RUSSELL / CRUSSELL@STARADVERTISER.COM

Retention of new teachers improves as shortage persists

Hawaii's high cost of living and isolation contribute to the longtime problem

By Susan Essoyan
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The retention rate for new teachers in Hawaii's public schools improved this year, but the staffing shortage remains severe, with more than 1,000 of 13,000 positions filled by teachers who aren't fully qualified.

The retention rate measures how many teachers remain on the job five years after joining the Department of Education. That figure rose to 54 percent in this school year, up from 52 percent last year, and a step toward the state's 2020 goal of 60 percent. Out of 985 new teachers hired in the 2012-13 school year, 533 are still teaching.

Hawaii has long struggled to hold onto its teachers, with the high cost of living and the state's isolation contributing to the problem.

Please see **TEACHERS**, A8

INSIDE

More than 7,500 U.S. Navy sailors arrive in Honolulu this weekend

LOCAL / B1

New teachers need to save for over 22 years for a home down payment

BUSINESS / B3

Road to 30 games a rocky one for football rivals UH and BYU

FERD LEWIS / C1

To our readers

Today's Detours section appears at the back of the Sports section, on Pages C9 to C12.

By Kristen Consillio
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Despite fierce competition from online bargains, local retailers are expecting improved sales on Black Friday.

The push to lure shoppers into bricks-and-mortar stores has become even more critical this year as online giants such as Amazon offered earlier deals to drive people to shop without having to set foot in a mall.

Honolulu women's clothing boutique Eden in Love upped the ante this year with live music, free Jamba Juice bowls and a "crazy clapping line" that lasted more than eight minutes as at least 800 people entered its 50-percent-off pop-up shop at the former Marukai Market Place at Ward Village.

"For us it's the hype and the excitement to be a part of something super fun," said owner Tanna Dang, who is expecting an increase in sales this year.

Pearlridge Center General Manager Fred Paine projected slightly higher year-over-year revenue at the Aiea mall, despite "very few people" waiting at the doors for the mall's 6 a.m. opening — in contrast to the couple hundred who previously

camped overnight before retailers started offering Black Friday deals earlier throughout the month.

"Anecdotal, it looks like sales are going to be slightly above last year. It's better than being down," Paine said. "With the state that retail is in, I'll take 2 percent. Everything's tightening, and there's only so many dollars to go around, so any increase I look at as being very favorable. There's so much competition now with online shopping and all that stuff. It's still pretty vibrant here in Hawaii."

More consumers are shopping throughout the day, instead of what once was a mad rush when the mall opened, he said.

"It was very busy. Like-minded people like to be together, and there's a certain energy. You can feel it in the air," he added.

That may be because consumer confidence is at the highest since 2000 due to a healthy job market, according to the latest report by the Conference Board.

"Business seems pretty strong this year (compared with last year)," said Reid Fujita, owner of

Please see **SALES**, A3

Shoppers took advantage of the Black Friday deals at Ala Moana Center. Businesses are getting more creative with their deals in an attempt to lure shoppers into their stores.

INSIDE

>> Macy's suffers credit-card system glitch, leaving Black Friday shoppers frustrated. B3

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